

TELEPHONE: (916) 323-8079

WEBSITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2001 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1.

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

258

2002

PUBLIC INTEREST COMMUNICATIONS, INC.

7700 LEESBURG PIKE, SUITE# 301N

FALLS CHURCH, VA 22043

Name and Address of Charitable Organization or Charitable Purposes:

CT No.

02433

FEIN No.

52-128-5097

Name of Charity

Brady Campaign to Prevent Gun Violence

Address of Charity

1225 I Street NW, Suite 1100

Washington, DC 20005

City, State, and ZIP Code of Charity

TELEMARKETING

(Kind of Activity)

held (on) (from)

July 1, 2001 to June 30, 2002

(Date or Dates must be shown)

### 1. REVENUE

A. Cash Contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a.

b.

c.

d.

G. TOTAL REVENUE

558,891

A.

B.

C.

D.

E.

Fa.

Fb.

Fc.

Fd.

558,891

G.

### 2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a.

b.

c.

d.

N. TOTAL EXPENSES

290,974.64

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

Ma.

Mb.

Mc.

Md.

290,974.64

N.

267,916

3.

### 3. NET REVENUE net to charitable organization or charitable purposes

### 4. (a) Is any officer, director, partner or owner of the Commercial Fund-raiser in any way affiliated with or control, directly or indirectly, the charitable organization for which Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes", complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and Address of Charitable Organization	Relationship of officer, etc. To Charitable Organization

(b) For each affiliation identified under 4(a), attach copy of contract between commercial fund-raiser and charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

DAVID E. ANDELMAN, PRESIDENT

7-17-02

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title Date

This report must be

a charitable organization for verifying the distribution.

Signature of authc

C.F. Carr

Printed Name

VP-COO

Title

8/6/02

Date

Signature of authorized officer/director (Charity)

MARK IZRAEL

Printed Name

Treasurer

Title

8-2-02

Date

Registry of Charitable Trusts  
Attorney General's

AUG 19 2002

RECEIVED

400606

**BRADY CAMPAIGN TO PREVENT GUN VIOLENCE  
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 249,718.05

Campaign Expenses

Personalization	\$ 3,814.54
Computer Services	\$ 2,534.48
Messenger Services	\$ 20.00
Number Searching	\$ 2,016.70
Postage	\$ 23,442.50
Production	\$ 9,126.23
State Registration	\$ 292.50
Overnight Delivery	\$ 9.64

Total Campaign Expenses \$ 41,256.59

**TOTAL FEES AND EXPENSES..... \$ 290,974.64**